



## **MOBOTIX Global Partner Conference 2017 goes Beyond Human Vision**

**March 16, 2017**

**Largest gathering of international partners and customers launches new company strategy to embrace openness and partnerships as the foundation to deliver higher value solutions across more market segments**

MOBOTIX has successfully completed its largest Global Partner Conference (GPC) which hosted 234 participants from 46 countries to coincide with the launch of its new website and company strategy that focuses on 'Beyond Human Vision.'

The three day event in Langmeil, Kaiserslautern included over 20 presentations covering market trends, sales strategy and technical sessions in areas such as Cyber Security and IoT. The breakout sessions on day three included regional updates and "Expert Panels" that connected partners with senior MOBOTIX product management executives, developers and solution specialists.

The GPC also included project examples from invited customers which included McDonald's (Germany), Jashanmal Group (Dubai) and Belfius Bank (Belgium) as well as details of exciting initiatives in Singapore, United States, Australia and Greece.

For the first time, MOBOTIX welcomed an expanded partner showcase including Gold Sponsorship from Konica Minolta, Genetec, Strops and Milestone plus an additional 11 Silver sponsors across diverse areas such as storage, facial recognition, portable surveillance, wireless connectivity and IoT.



“Our Global Partner Conference marks the start of a new journey for MOBOTIX that starts with acknowledging our traditions, embracing a transition onto a new path that welcomes the opportunities of tomorrow,” says Thomas Lausten, Chief Executive Officer for MOBOTIX, “MOBOTIX is changing and part of that evolution is embracing a future with a new found passion and openness that includes industry standards and third party partners with the goal of delivering higher value solutions.”

“Our new mission statement to go ‘Beyond Human Vision’ is the heart of a philosophy that recognises that video surveillance is part of a wider potential with MOBOTIX as a foundational platform for innovative solutions to real world challenges in manufacturing, retail, healthcare, transportation and many other areas.”

The event also coincided with the launch of a new MOBOTIX website, company branding and the first version of a global partner locator, plus a new white paper on the vital role MOBOTIX is playing in protecting its technologies from cyber-attack.

## **About MOBOTIX**

All over the world sites are protected by using MOBOTIX IP video technology. It delivers absolute reliability even in the most challenging conditions. From Oil Rigs in the North Sea, to World Heritage Sites in remote deserts, whether it is helping scientists at an Arctic research centre or greeting climbers at the top of Mount Everest; MOBOTIX equipment is designed with no moving parts to provide the best overall return on investment. An extended operating lifetime is guaranteed and further enhanced by continual software upgrades.

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